
New structures for Large Enterprises as a reaction to the trends “**Mobile Empowerment**” and “**Internet of Jobs**”

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CONTENT

- **Mega trends**
- **Job Market**
- **Visions for the future**
- **Evolution of the Internet**
- **Internet of Jobs**
- **Proposal for a Reaction of Large Enterprises to such an evolution (vision)**
- **Collaboration Platforms as Centers of Gravity**
- **Internet Work Kiosks**
- **Summary**



MEGA TRENDS

- **Global shortfall of formal jobs**
- **Mobile Empowerment**
- **Internet of Jobs**



GLOBAL JOB MARKET (1)

- **World population:** ca. 7 billion
- **Adults (aged 15 and older):** ca. 5 billion
- **People that work or want to work:** ca. 3 billion
- **Existing formal jobs** ca. 1.2 billion
- **Global shortfall of formal jobs** ca. 1.8 billion
(25 % of world population)



GLOBAL JOB MARKET (2)

“Market volume” for the creation of “new jobs”

- **World GDP in 2010:** \$ 60 trillion
(sum of countries, total goods and services for one year)
- **Estimated GDP in 2040:** \$ 200 trillion
- **Difference is the new global mix of customers, employers, new businesses and equity:** \$ 140 trillion
- **This is the “market volume” for the next evolution of the economy in the world.**



STRATEGY FOR THE CREATION OF NEW JOBS

The “**Market Volume**” of \$ 140 trillion will size the **next economic revolution**.

Therefore there is a **strong need for a strategy** for the large-scale creation of new jobs.

Such a strategy will be based on

- **Mobile Empowerment**

and on the

- **“Internet of Jobs”**



PARADIGM SHIFT

▪ Fundamental Questions:

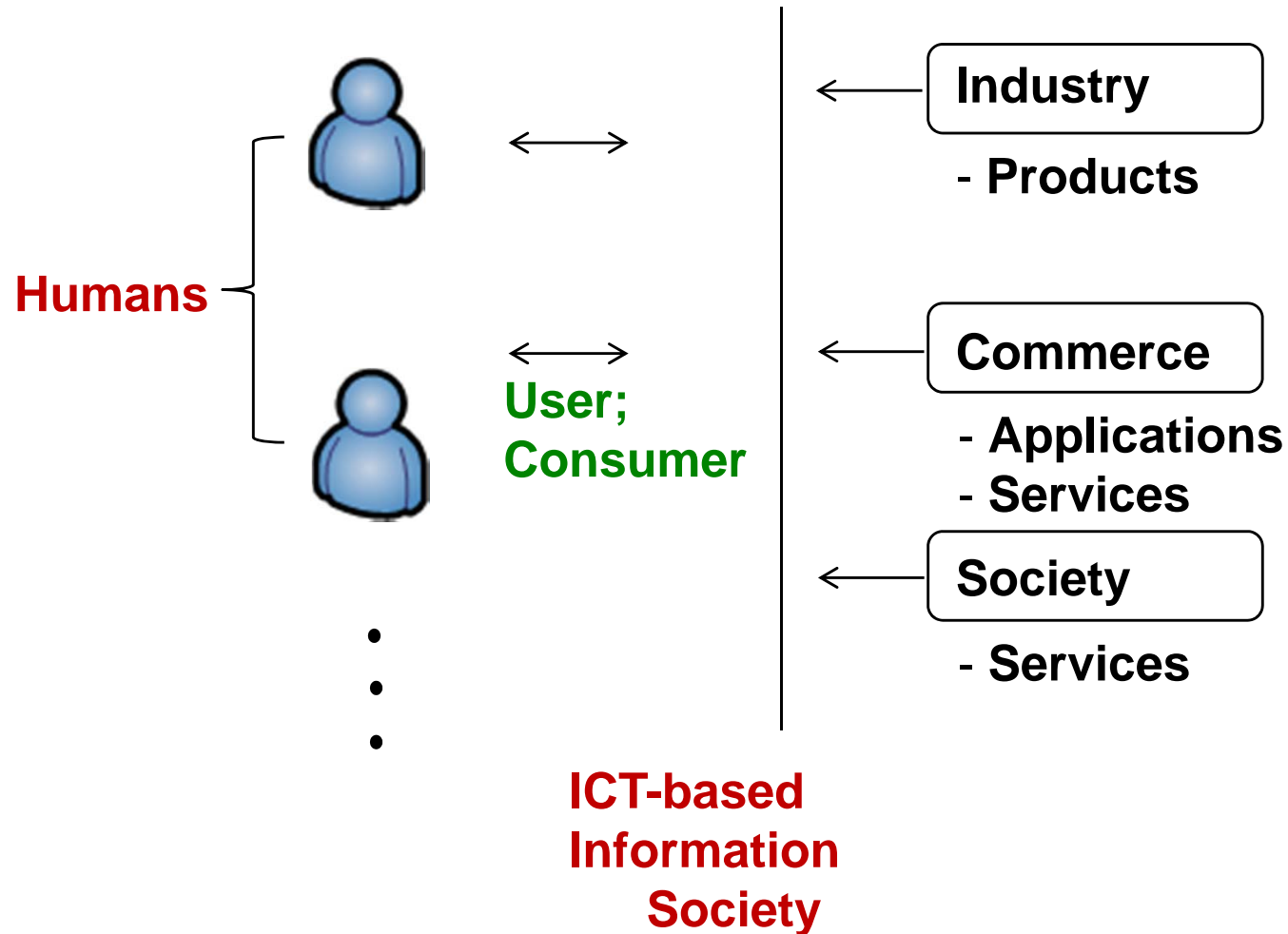
- ❖ The **digital revolution** – how are we living and working in the year 2030?
- ❖ What is the **impact** of the digital revolution **in the creation of value**?
- ❖ Will the digital revolution help to “**leapfrog**” **steps in the creation of value chain** in the socio-economic development?

▪ Trends:

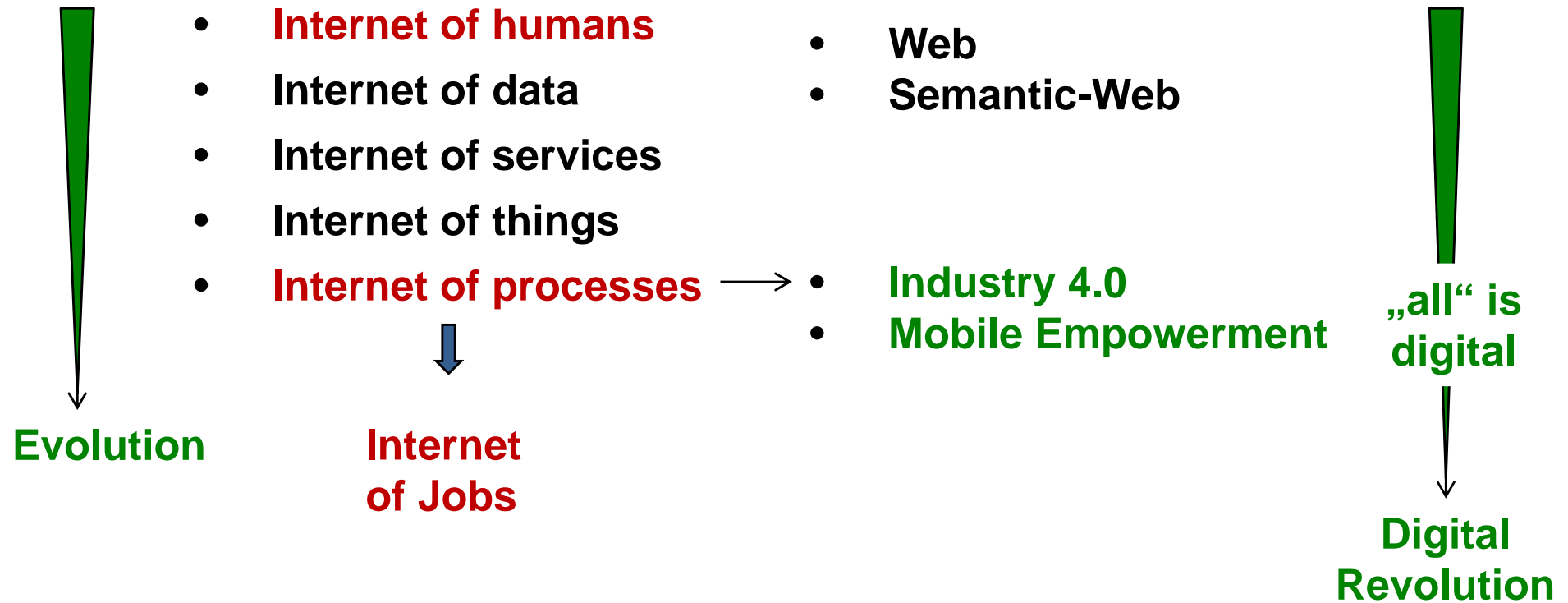
- **Mobility and Smart Technologies** (e. g. Smartphones, Smart-Tablets) are changing structures and processes in internet-based economies and industries
- **Users have a new role** by directly participating and contributing to the economic value chain
- **New opportunities** for business, services and new jobs
- New economies based on **Micro-Enterprises (VSME) and Expert Pools (Internet Communities of Experts)**
- **New opportunities** for the socio-economic development



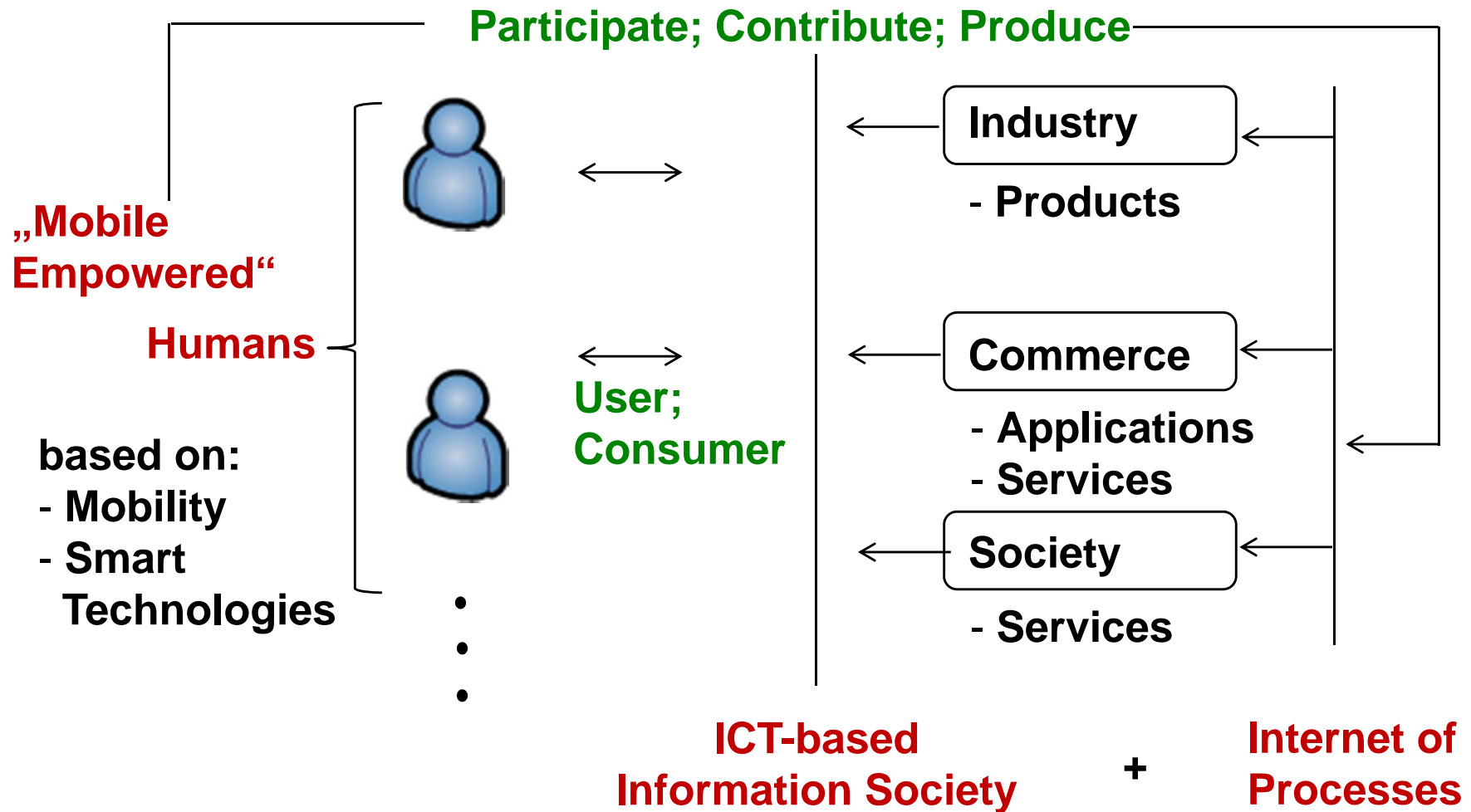
TODAY'S SCENARIO: ICT-BASED INFORMATION SOCIETY



EVOLUTION OF THE INTERNET

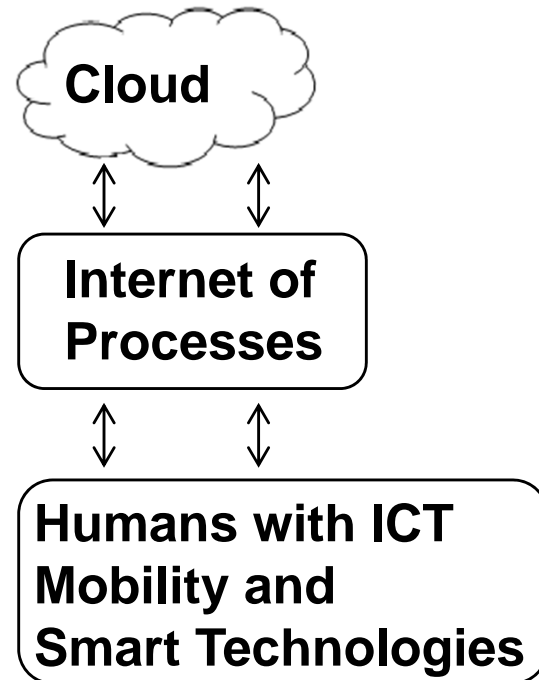


TOMORROW'S SCENARIO: MOBILE EMPOWERMENT



THE VISION FOR THE FUTURE

**MOBILE
EMPOWERMENT**



**Integration;
Control;
Processing**

**Networks;
Implementation;
Delivery**

**Participation;
Contributions;
„Producers“**



- Industry and Commerce **outsource processes** to the Internet
- **Humans participate** not only as “consumers”, but also as “producers” → user participation
- **New structures** in industry and commerce
- **New business opportunities, new business models**
- **New business structures**
- **New jobs!**



INTERNET OF PROCESSES IN THE DIFFERENT TYPES OF ECONOMIES

Different paths ... a common goal!

Formal Economies



- “Internet of Freelancers”
- “Internet of jobs”



- New jobs based on outsourced processes from large and medium-size enterprises to SME to VSME

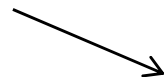
Informal Economies



„Mobile Businesses and Mobile Services in your Pocket“



- Leapfrogging some stages of the socio-economic development (creation of value)
- Networks of VSME’s and of Expert Pools (Social Media; Internet Communities of Expertise)



MOBILE EMPOWERMENT



“INTERNET OF JOBS”

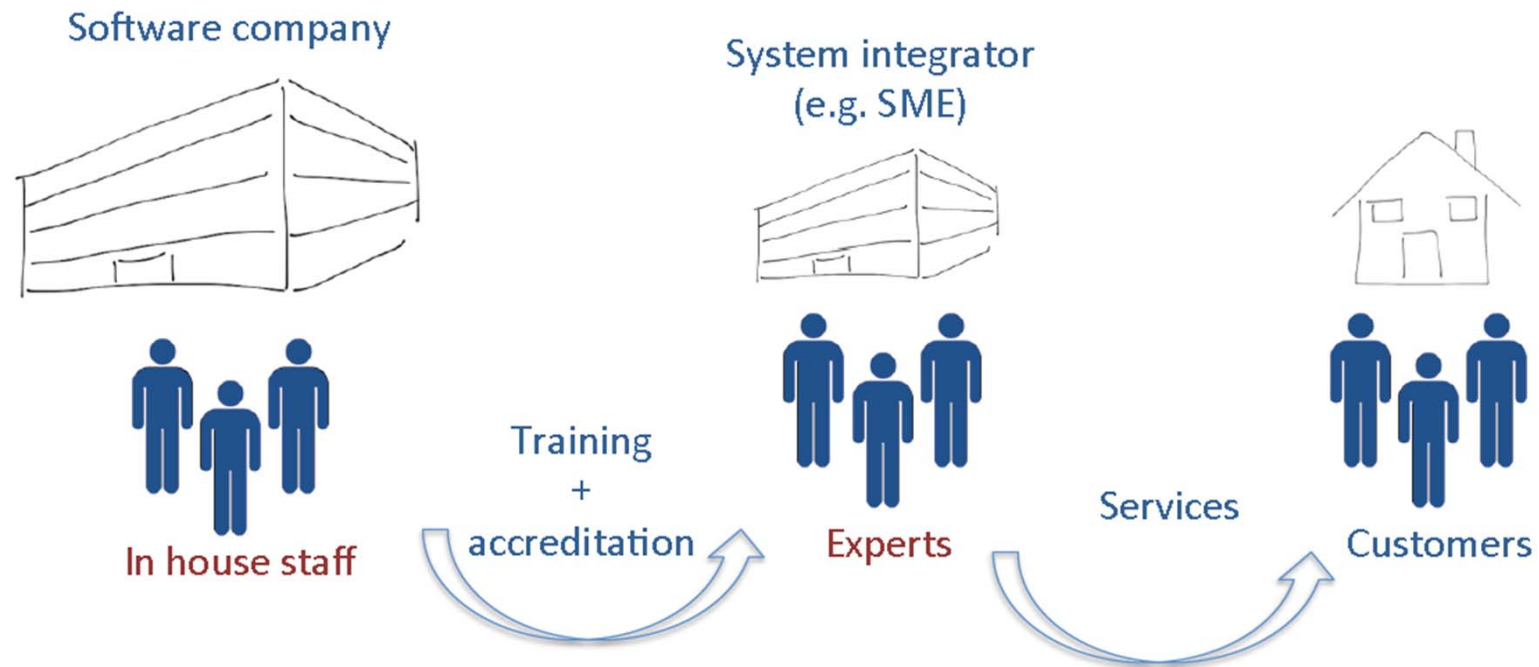
Based on the “**Internet of Processes**” and the “**Mobile Empowerment**” of Humans there will be an evolution to the large-scale creation of new jobs and the next “**economic revolution**”.

- **Technological shift**
Shift to ubiquitous, smart technologies
- **HR Paradigm shift**
Humans not only users and consumers, but will become developers and service suppliers, and will also be involved (participate) in the value creation chain.
- **Business shift**
New, innovative business models shift towards human empowerment

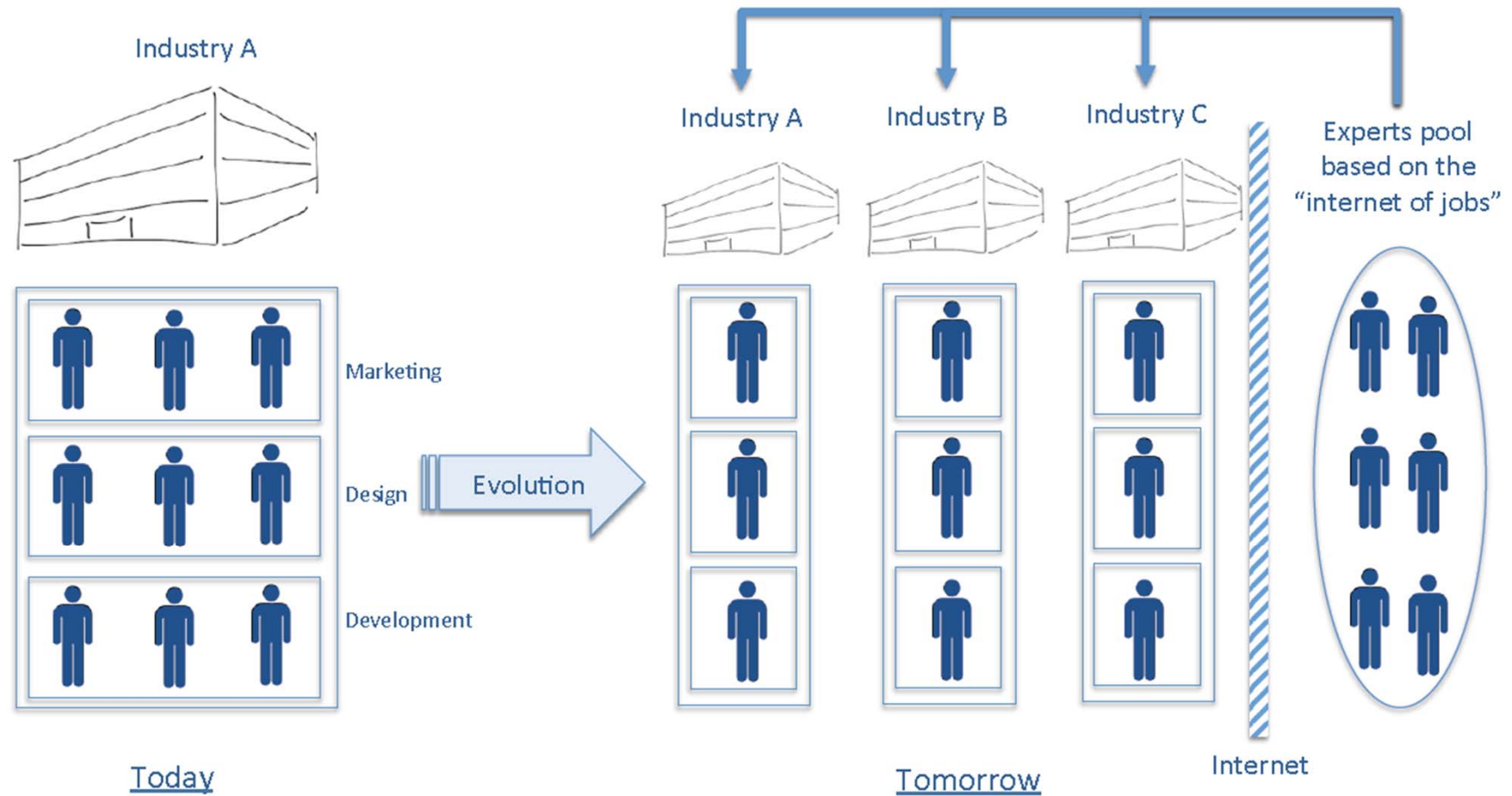
“**Internet of Jobs**” integrates these three dimensions of the evolutionary process.



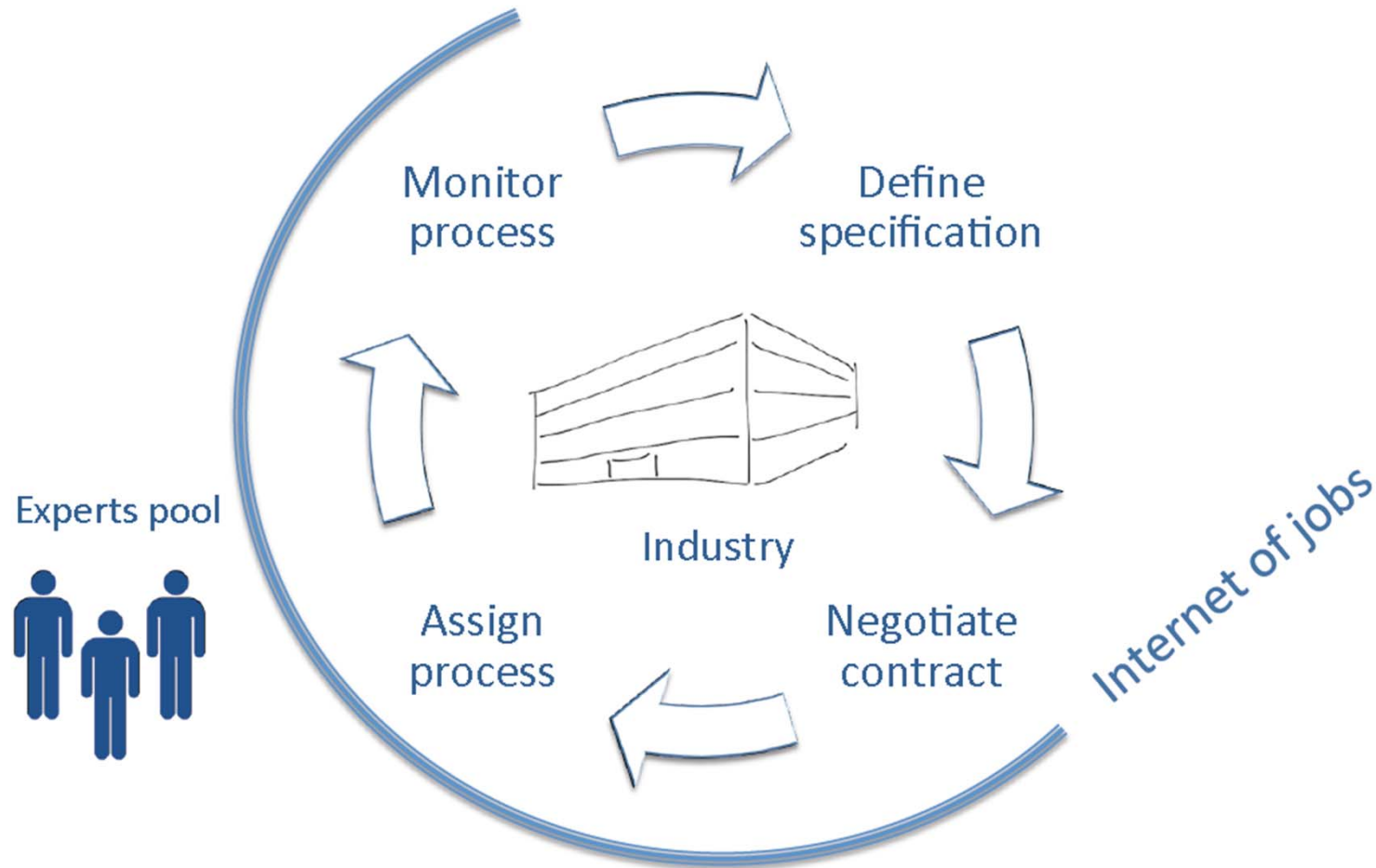
THE TYPICAL BUSINESS MODEL OF LARGE SOFTWARE DEVELOPMENT COMPANIES



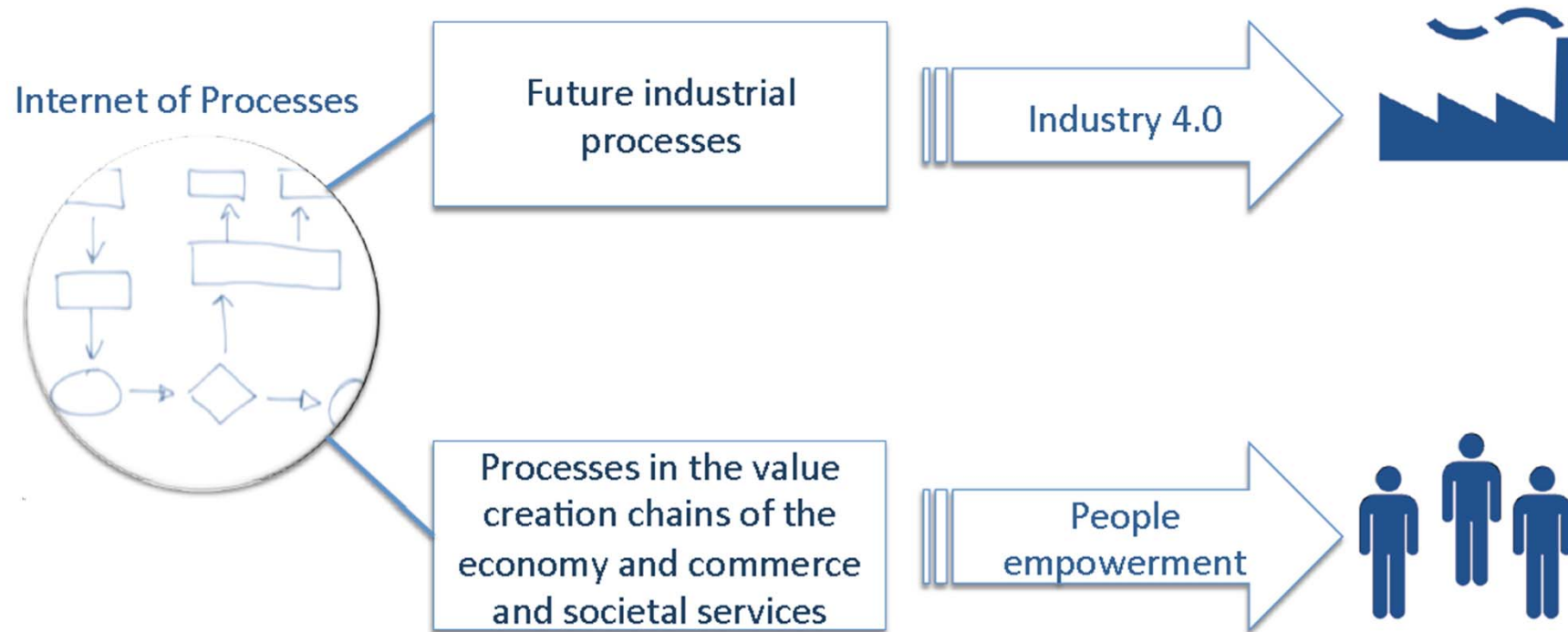
THE EVOLUTION OF THE WAY INDUSTRY MANAGES THEIR PROCESSES



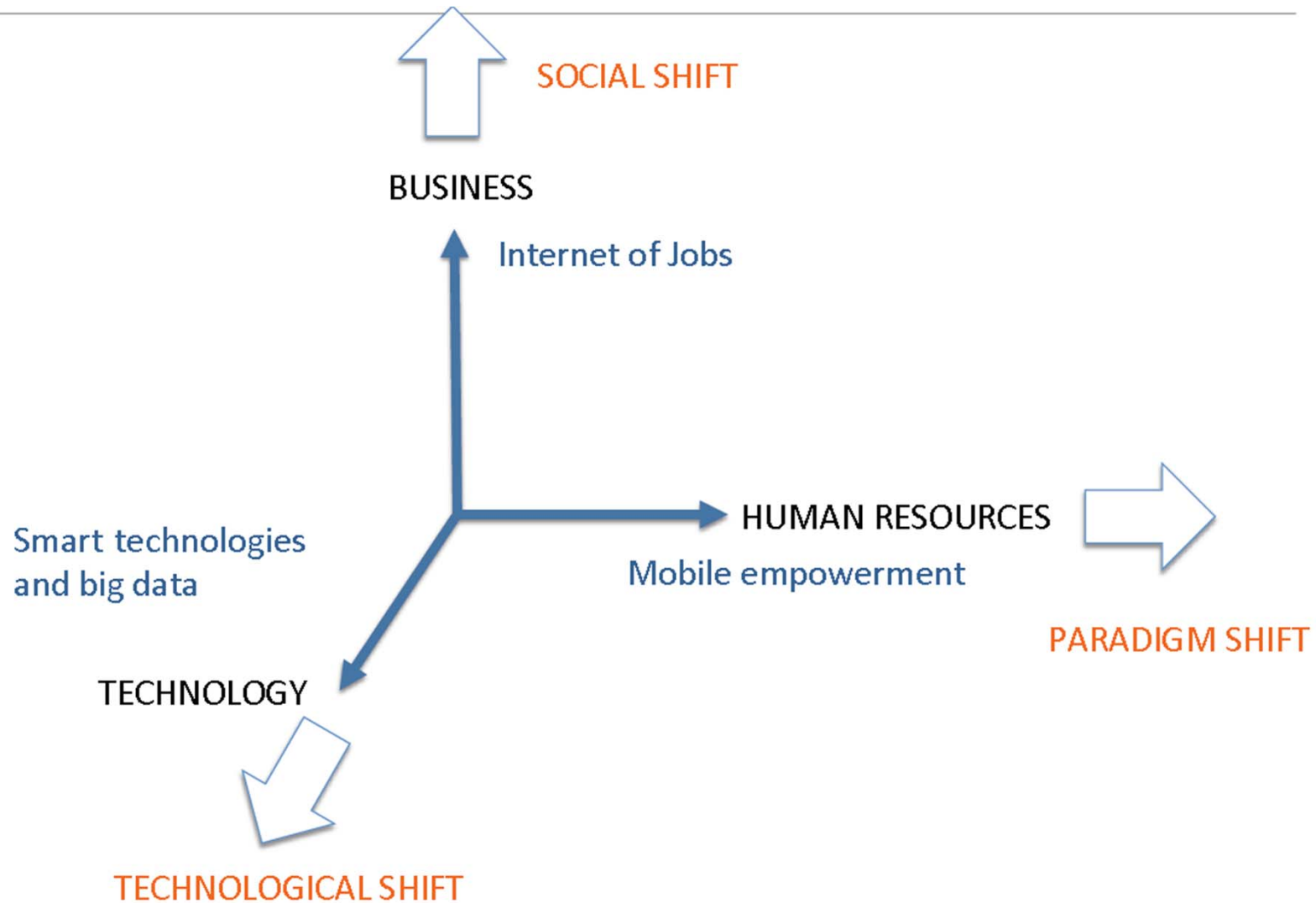
THE VARIOUS STAGES OF RE-ALLOCATION OF PROCESSES TO EXTERNAL EXPERTS



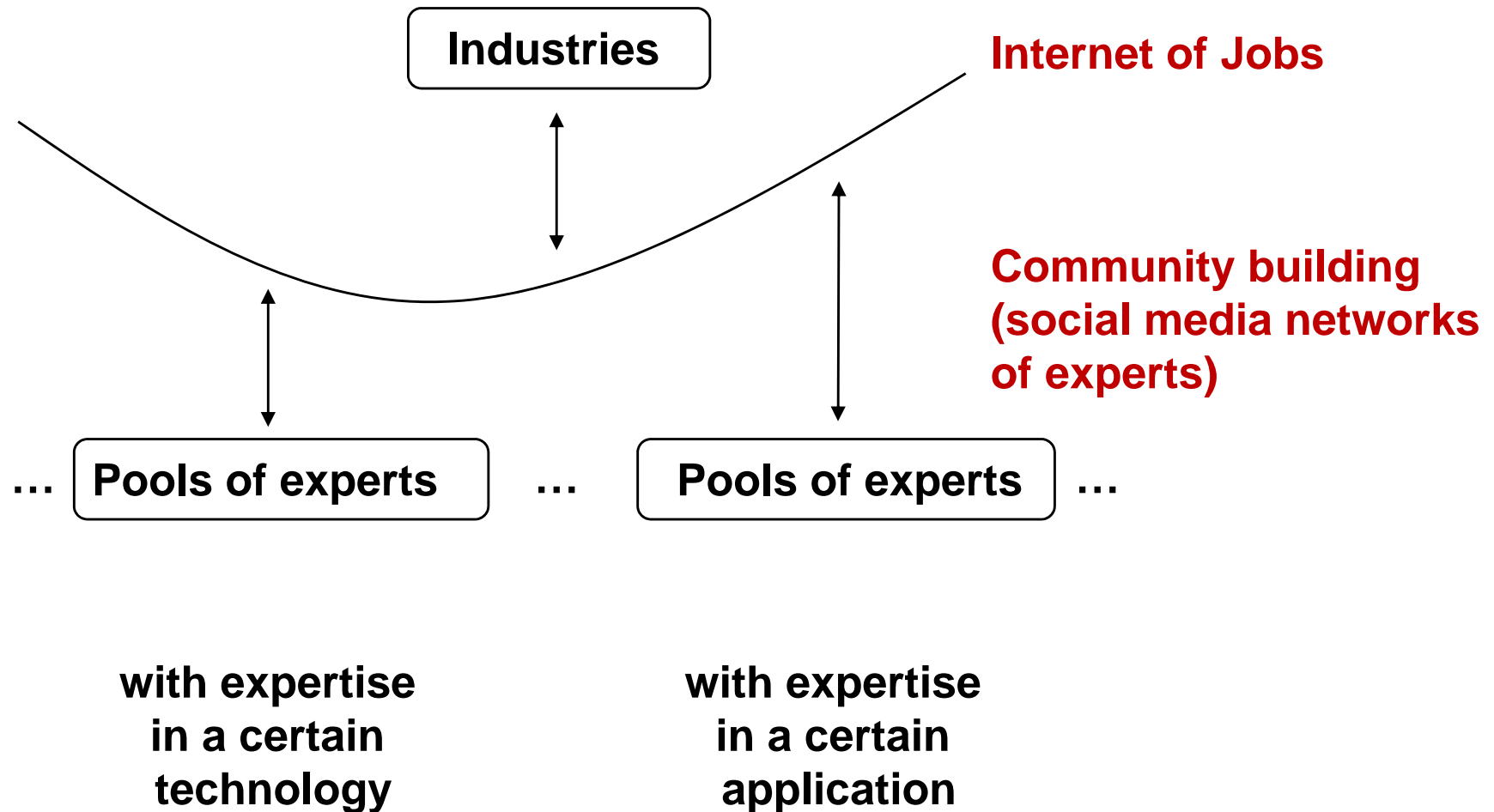
THE FUTURE OF THE INTERNET OF PROCESSES: EVOLUTION TO THE “INTERNET OF JOBS”



THE THREE DIMENSIONS OF THE EVOLUTIONARY PROCESS



COMMUNITY BUILDING IN THE “INTERNET OF JOBS”



- **Collaboration Platforms as Centers of Gravity**

Focus on:

- **Management of collaboration**
- **IPR Management**
- **Control** of strategically and economically key competences and processes
- Domain specific **Collaboration Platforms**
- Owner of the **domain-specific Clouds**



Common contractual framework
for all participants

Common strategy for development ,
production, delivery, marketing and
services

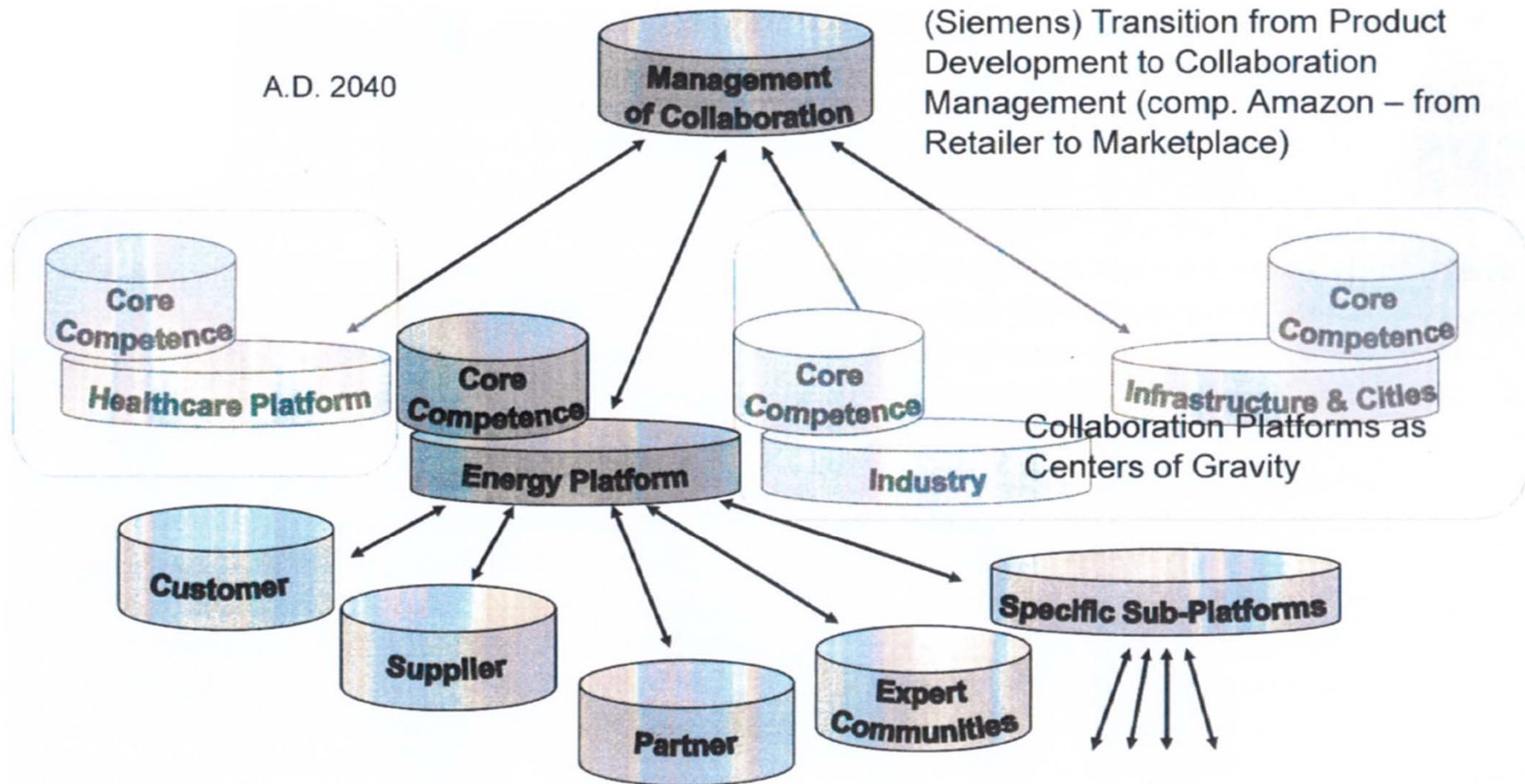
Common rules for specification,
documentation and integration

**Common set of tools, standards,
methods, ...**

...



VISION FOR LARGE ENTERPRISES (SIEMENS) IN THIS ENVIRONMENT

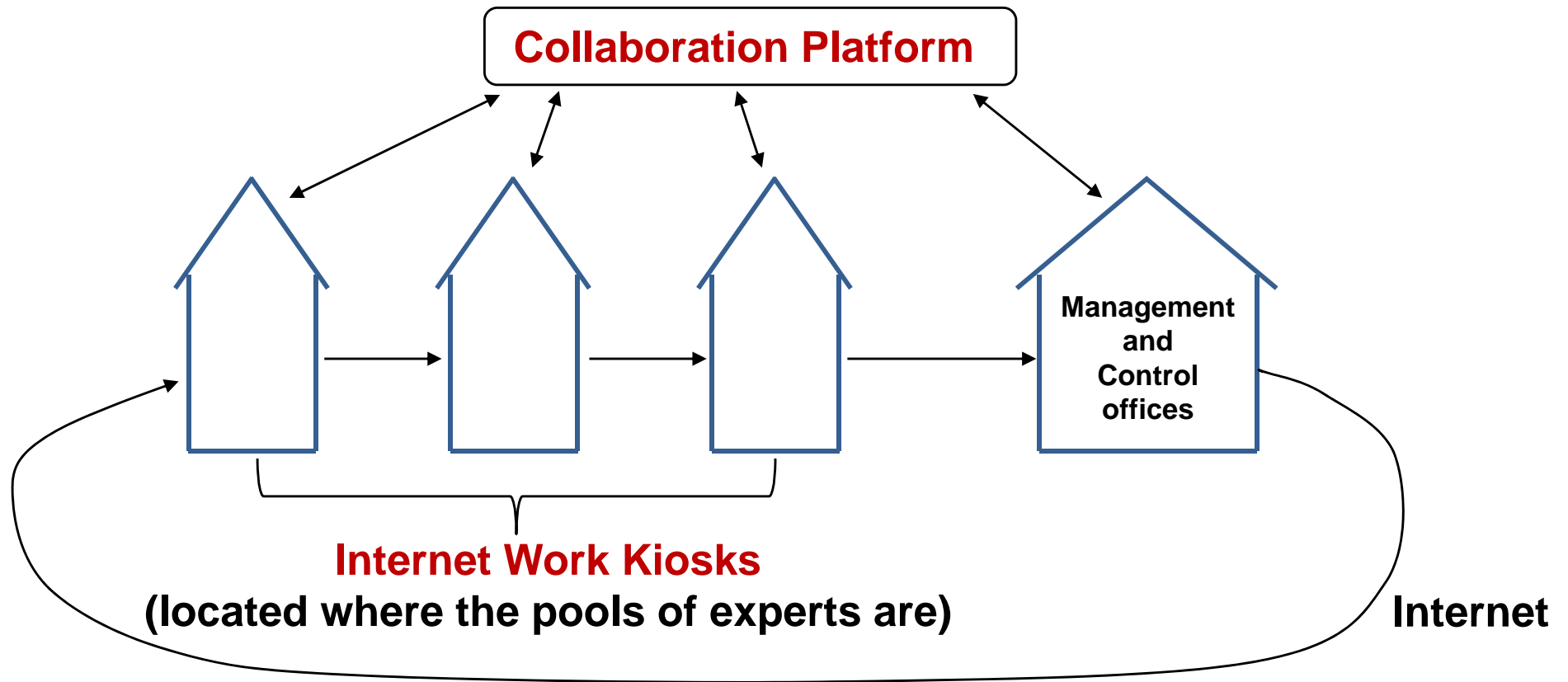


“INTERNET WORK KIOSKS”: TRANSITION FROM “OFFICE BUILDINGS” TO “INTERNET WORK OFFICES”

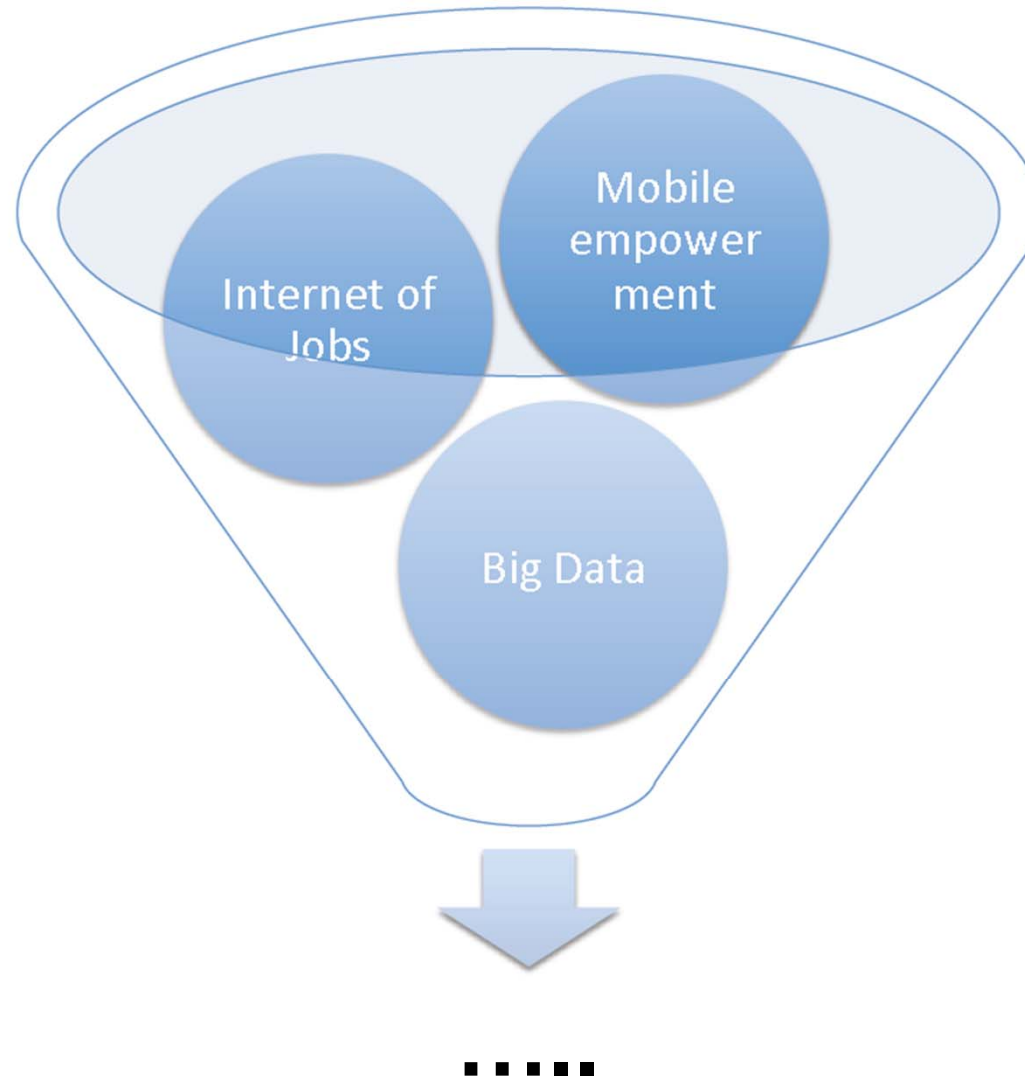
- **Access to Collaboration Platforms** by Expert Communities
- **Location** near to where the experts are
- **Distributed**, internet-based **work environment**
- **Dynamic and adaptive** to the needs of value creation process
- **Dependent** on technology and application domain



INTERNET WORK KIOSKS: ACCESS TO THE COLLABORATION PLATFORMS



SUMMARY (1)



Mobile Empowerment

- **Humans participate and contribute** to the economic value chains
- This is **enabled by ICT mobility and smart technologies**
- Cloud integrates **“Internet of Processes”**
- New Economies based on **Micro-Enterprises (VSMEs) and Expert Pools (social media)**
- Socio-economic development based on **“Mobile Empowerment”**
- **“Leapfrogging”** stages in the economic creation of value



Internet of Jobs

- **Evolution from the “Internet of Processes”**
- **Basis for the creation of new jobs**
- **Motor for the socio-economic development**

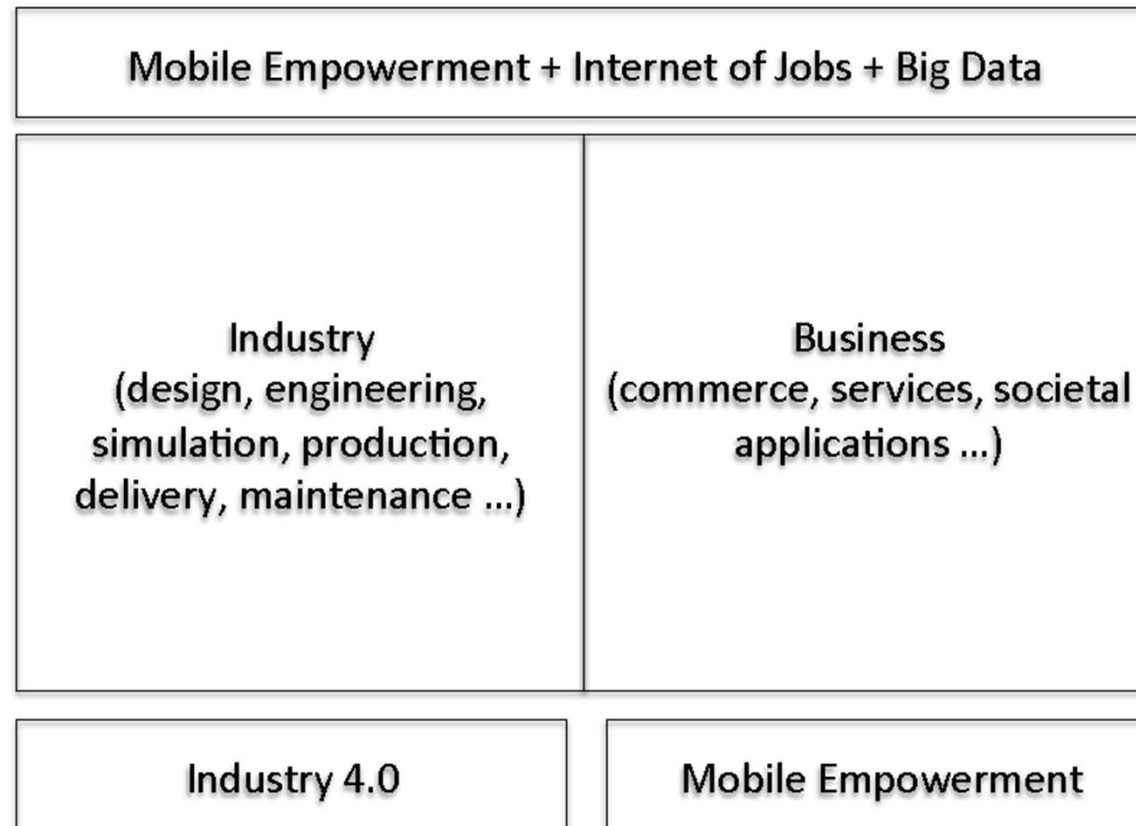
Mobile Empowerment + Internet of Jobs

- **A Strategy contributing to the solution of the “1.8 billion problem”
(global short fall of formal jobs)**

... the world greatest challenge!!!



SUMMARY (4)



SUMMARY (5)

Possible Reaction of Large Enterprises to these trends

- **Collaboration Platforms as Centers of Gravity**
- **Ownership, control and management of Collaboration Platforms**
- **Large Enterprises evolve to a network or cluster of several
technology and application platforms (Collaboration Platforms)**
- **Access to Collaboration Platforms based on Internet Work Kiosks
(there, were the Knowledge and Expertise, based on
“Expert Communities”, is located)**



**Thank you
for
your kind attention**

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